

Great Organ at 8.30,
9 and 4.50
Peterborough Chimes at Noon

WANAMAKER'S

Store Opens at 8.30

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

Weather
Showers

Tomorrow Last Day For Advance Selection in the Wanamaker August Sale of Furniture

Philadelphia May Still Come Into Her Own

if her leading men and women will get busy. These are things we can have:

- The Delaware on both sides lined with shipyards and drydocks, and League Island the nation's chief naval station.
- The Midvale, the center of a mighty city of steel works.
- Kensington, with its vast population of skilled workers in all classes of manufacturing, a thrice city of textiles.
- A comparatively inexpensive short canal dug through the sand to the Atlantic Ocean for ocean vessels and cheap passenger steamboat service to the greatest of the Summer resorts of the United States.
- A new spirit with every man and woman inclined to do fine things!
- Increased banking capital and improved financial situation!
- The planting of new enterprises to be ready for extensive operations after the coming victory and the boys come home again.

All these and other considerations also should rouse the city to reorganize herself for days of great things ahead of us, if we choose to be up and doing.

This Store of ours did not grow overnight. It had to be planned, planted and worked over to reach the fruition it now enjoys.

[Signed] *John Wanamaker*

July 30, 1918.

"Come Out of the Kitchen"

IS the call which the gingham are hearing. Grandmother felt quite "dressed up" when she wore crisp, clean gingham, but Mother thrust it, blushing, behind the kitchen door, and this year it returns in all its glory. One would scarcely believe that these charming frocks could be made from such stuff as aprons were made of. There is a complete range of sizes, from 14 to 20 years, and the present prices are from \$6.75 to \$12.75. (Second Floor, Chestnut)

EVERY man his own rain-maker with a garden hose. Sold in 25 and 50 foot lengths at 15c, 20c, 25c and 50c a foot. (Fourth Floor, Central)

CAP the climax of grape juice and catsup making by putting caps on the bottles, instead of corks. For \$4.50 you can get a device that will cap any size bottle. (Fourth Floor, Central)

FOR a successful offensive against plant-eating bugs and worms we recommend "Bug Death," a non-arsenical compound, at 20c a one-pound package. (Fourth Floor, Central)

ENGLISH hand-forged hedge shears, with 8-inch blades, \$3.25. (Fourth Floor, Central)

A SAFETY paring knife with razor blade will pare the fruit and spare the fingers. Price 10c. (Fourth Floor, Central)

THE good workman has sharp tools. A mounted stone for sharpening tools can be used with either oil or water. Price 25c. (Fourth Floor, Central)



300 of the Famous Wanamaker Wardrobe Trunks at Reduced Prices

Steamer Size, \$25
Travel Size, \$32.50

The Wanamaker Wardrobe Trunk has made for itself an enviable name and fame throughout a large part of the country as a trunk having the utmost durability and desirability at a low price.

We have just received a lot of 300 of these trunks that we can sell at special reduced prices.

\$25 each for steamer-size wardrobe trunks, holding 10 gowns or 5 suits. Bureau section has a large drawer suitable for men's or women's use, and 2 lower drawers.

\$32.50 for wardrobe trunks holding 18 gowns or 10 suits. Bureau section has 5 drawers.

Both styles are our regular wardrobe trunks, tried and true. Early selection is advised, because another such trunk opportunity is not in sight. (Fourth Floor, Market)

"How much new furniture does my home need right now?"

This is the time of all times for you to ask yourself that question in real earnest.

This is the sale of all sales, the great Wanamaker August Furniture Sale, from which to supply your needs. This is the sale which brings the goods that people want, and brings them in a variety with which no other variety even begins to compare.

It means economy of the kind that is backed by good quality in the thing one buys.

It means service and satisfaction through the years that one has to live with the furniture one buys.

The question is—do you want to choose where choosing is easiest, and safest and most comfortable?

Do you want to choose where there is most of the kinds of furniture that you are looking for?

Do you want to choose where there is no element of chance, but every element of certainty, the certainty of getting the best furniture to be had for the price, no matter how much you might want to pay and no matter how little?

You can readily see that the whole thing is a simple business proposition. In the long run it means dollars in your pocket—or out of it.

Whether they are to be in it or out of it, it is you who are to decide. Don't you think it would be a good thing for you to come tomorrow and see for yourself the proof that this sale has more behind it than any sale ever held—more goods and finer goods, more heart, more helpfulness, more of everything needed to make it the greatest event of its kind in the world.

All Our Stocks Are in This Sale—

regular stocks, as well as wonderful new purchases, the latter amounting roughly to one million dollars. Prices are 10 to 50 per cent below our regular markings.

The average economy is 25 to 33 1-3 per cent.

Tomorrow, Third Selection Day

All furniture chosen tomorrow will date from Thursday, August 1.

(Fifth, Sixth and Seventh Floors)



A Clearaway of Summer Suits for Women

All have been reduced once—and some twice, so you will see they have been considerably lowered from their first selling prices.

They are attractive suits, in good styles—suits to wear now and all through the summer. And the jersey suits and some of the silk suits may be worn till quite late.

At \$5 to \$27.50—are cool Summer suits of linen and linene in rose, white, brown, navy or copenhagen blue.

At \$15 to \$67.50—are jersey suits, both sleeveless and with sleeves. These are excellent suits for practical or sports wear, and come in such good colors as tan, navy blue, wistaria and oxford, as well as brighter shades, like old blue, green, rose and gold.

At \$18.75 to \$35—are silk suits in distinctive styles. There are Italian silk suits in dark and lighter colors; taffeta suits in blue or black; pongee suits in natural colors, and fiber silks in dark and light shades. There are also a few white wool suits in this group. (First Floor, Central)

The Well-Dressed Woman Never Overlooks Her Gloves—

AND in warm weather she selects fine silk gloves—kinds like these, which are so light and airy she is scarcely conscious of them, and so well cut they fit the hand with perfect comfort.

\$1 pair for gray, pongee, black or white gloves—2 clasps. \$1.25 for gray, brown, black, white or pongee, 2 clasps.

\$1.50 pair for white gloves, with 2 clasps.

\$1.75 pair for black and white, gray and seal brown gloves.

\$1.75 pair for black or white, 12-button length.

\$2 pair for black or white, 16-button length. (Main Floor, Central)

Fifty Silk Skirts For Women—Now \$14.75—

SOME have been twice this sum, others have not been reduced quite so much, but all are uncommonly good silk skirts for \$14.75.

They are in white and the very popular flesh pink.

There is heavy crepe de chine with hemstitching and a deep crush girdle; there is white wash satin with tucks and hemstitching; there is georgette crepe with graduated tucks.

There are several good styles, plenty of sizes—some of the white wash silk skirts are in sizes up to 40-inch waist measure. (First Floor, Central)

Mattress and Bedding Stocks Reduced in The August Sale

This applies to hair mattresses, felted cotton mattresses, feather pillows and bolsters and several grades of springs. It does not take in our blankets, quilts, comforts and bedspreads. Felted cotton and felted linter mattresses are now priced at \$12 to \$36 each, according to size and grade.

Hair mattresses are now priced at \$13.75 to \$48.50 each, according to size and grade.

As in the Furniture Sale, selections may be made tomorrow and purchases dated from August 1. (Sixth Floor, Chestnut)

Filipino Hand-Made Corset Covers

THE most fastidious woman would like these dainty little corset covers. They are of soft and snowy white stuff, and the stitching, from the seams to the scallops and the embroidery, is done by hand.

They range in price from \$2.75 to \$3.85. (Third Floor, Central)

Pretty Glassware for the Summer Table

LIGHT cuttings these are, and exceptionally pretty cuttings, too.

We are fairly certain there are none more attractive in Philadelphia at the prices, if there are any equally so, which we doubt.

For cool Summer drinks and dainties they are exactly the things wanted.

Berry sets—footed bowl and six individual dishes—\$5 a set.

Sherbet sets—footed dish and six sherbet glasses—\$6 a set.

Water sets—jug and six tumblers—\$2.50, \$4, \$7.50 and \$10 a set.

Iced tea sets—jug and six tumblers—\$3.75, \$4, \$5, \$6 and \$7.50 a set.

Cracker and cheese dishes, \$2 each.

Cake dishes, \$2 each. (Fourth Floor, Chestnut)

Luggage for the Vacationist Month of All

AUGUST will find Summer travel at its fevered climax, and the call on our Luggage Store will be louder than ever. But we are ready.

Handsome, sturdy leather traveling bags start at \$7.50 and go up as far as you like, with especially good choosing at the moderate prices.

If you are not particular about real leather, you can get an excellent imitation, that will give good service, at \$3 or \$5.

Suitcases start at \$8 for the black enamel fabric and \$9 for the leather. (Main Floor, Market)

Camee

VERY Summer-like and altogether delightful are some new candy holders that are really flower pots. They are of tin, in black and colors, and hand-painted, \$3 to \$5 each.

French chocolates—and children and grown-ups like them—are in pretty boxes, and cost 30c, 40c, 50c and 75c.

Camee chocolates, perfectly delicious they are, too, \$1.25 pound.

Jar clear drops, \$1 each. Camee caramels, 50c pound. (Main Floor, Chestnut)

French Parasols Reduced to \$10

IF you love the French touch, you will be delighted with these parasols, because they so decidedly suggest the Parisienne. They are creations all! Of velvet and chiffon, lace and net, beads and braid, as fluffy and ruffy as can be.

\$10—less than half price. (Main Floor, Market)

Queen Mary Eau d'Cologne!

IF you know Queen Mary Eau d'Cologne, you know that its perfume is so refreshing that one whiff is like a cool breeze on a hot day.

75c, \$1.50 and \$2.75 a bottle. (Main Floor, Chestnut)

Notable New Books

A History of the Great War, Vol. 3, by A. Conan Doyle. \$2.

The Great Crusade, by David Lloyd George, M. P. \$1.50.

From Bapaume to Passchendaele, by Phillip Gibbs. \$2.50.

Practical Flying, by W. G. Minnie, R. N. \$1.50.

Rise of the Spanish-American Republics, by William Spence Robertson. \$3.

An English Woman's Home, by Mrs. A. B. Smith. \$1.35.

The Liberty Cook Book, by Bertha Stockbridge. \$2.

The Prohibition, by Charles Stelzle. \$1.50.

The Hive, by Will Livingston. \$1.50.

Fighting France, by Stephanie Lauzanne. \$1.50.

Hunting the Hun, by Captain Belton and Lieutenant Odell. \$1.50.

Ambulancing on the French Front, by Edward R. Coyle. \$1.35.

Over the Seas for Uncle Sam, by Elaine Sterns. \$1.35.

Above the Battle, by Captain Vivian Drake. \$1.50.

Knights of the Air, by Bennett A. Moller. \$1.50.

(Book Store, Main Floor, Thirteenth)

Ever Try a "Stopum" Golf Club?

It puts a back-spin on the ball and drops it dead. "Chick" Evans wouldn't take a farm for his if there were no others.

We have some others, made by George Nichol and J. P. Cochran, and \$3.50 each.

Other fine irons, \$3.50.

Wood clubs, \$4 to \$7.

Golf balls of all the standard makes, including the Wanamaker Big Six—Radio, Silver King, Red Flash, Blue Flash, Yellow Flash and Taplow—\$6 to \$12 a dozen.

(The Gallery, Chestnut)

Smart Women Are Wearing Bronze Kidskin Shoes

In view of the present vogue for these shoes, which look well with almost any costume and on any occasion, we call attention to three styles just received:

Plain pump with plain toe, turn sole and covered Louis heel, \$6.50 a pair.

Oxford with plain toe, turn sole and covered Louis heel, \$7.50 a pair.

High lace boot with plain toe, turn sole and covered Louis heel, \$9 a pair. (First Floor, Market)